

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W

-----260301 046010 /75

R 251500Z FEB 77

FM AMCONSUL ZURICH

TO USDOC WASHDC

INFO SECSTATE WASHDC 2471

AMEMBASSY BONN

AMCONGEN DUSSELDORF

AMCONGEN MILAN

AMCONGEN MUNICH

AMEMBASSY PARIS

AMEMBASSY BERN

UNCLAS ZURICH 0068

AMEMBASSY BONN PASS TO USTC COLOGNE

AMCONGEN MILAN PASS TO USTC

AMEMBASSY PARIS PASS TO USTC

E.O. 11652: N/A

TAGS: BEXP, SZ

SUBJ: PROMOTIONAL EVENTS IN ZURICH IN SUPPORT OF MILAN
CLOTHING SHOW

1. CONGEN ZURICH AND EMBASSY BERN ORGANIZED A
LUNCH AND

TWO RECEPTIONS IN ZURICH ON FEBRUARY 15 AND 16 TO
PROMOTE THE MILAN TRADE CENTER'S LATE - FEBRUARY
CLOTHING SHOW AND EARLY- MARCH SECURITY EQUIPMENT
SHOW. SINCE THE CONGEN IS PRIMARILY RESPONSIBLE
FOR CONSUMER GOODS IN THE COUNTRY COMMERCIAL PROGRAM
(CCP), THIS TELEGRAM REPORTS ON THE ORGANIZATION OF
THE LUNCH AND RECEPTION KEYED TO THE CLOTHING SHOW.
WE ARE REPORTING BUYER AND AGENT REACTION TO THESE
PROMOTIONAL EVENTS IN A SEPARATE TELEGRAM. EMBASSY

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BERN WILL REPORT ON THE FEBRUARY 16 RECEPTION FOR
SECURITY EQUIPMENT AGENTS.

2. FEBRUARY 15 LUNCH FOR MAJOR SWISS DEPARTMENT STORE
BUYERS.

A) INVITATIONS: THE CONSUL GENERAL SENT PERSONAL
INVITATIONS TO THIRTY CLOTHING BUYERS OF

SWITZERLAND'S TOP 12 DEPARTMENT STORES, MOST OF WHICH HAVE ANNUAL SALES EXCEEDING SWISS FRANCS 50 MILLION (CA. DOLLARS 20 MILLION) AND OVER A DOZEN MAJOR OUTLETS THROUGHOUT THE COUNTRY. FOUR OF THESE STORES HAVE ANNUAL SALES OF MORE THAN A BILLION SWISS FRANCS (DOLLARS 400 MILLION).

B) ATTENDANCE: FIFTEEN BUYERS REPRESENTING EIGHT STORES ATTENDED THE LUNCH. THIS ATTENDANCE INCLUDED TWO EXCLUSIVE DEPARTMENT STORES (GLOBUS, JELMOLI) AND SWITZERLAND'S LARGEST RETAILER, THE MIGROS SUPERMARKET CHAIN WHICH HAS 70 OUTLETS SELLING MODERATELY- PRICED CLOTHING. (THE GLOBUS DEPARTMENT STORE IS PLANNING AN IN-STORE-PROMOTION CAMPAIGN IN SEPTEMBER 1977). THE EMBASSY COMMERCIAL ATTACHE AND CONGEN COMMERCIAL OFFICER PLUS TWO FSL SPECIALISTS ALSO ATTENDED. IN ADDITION TO THE DIRECTOR OF THE MILAN TRADE CENTER WHO WAS THE HOST, THE MTC WAS REPRESENTED BY THE PROGRAM MANAGER FOR THE CLOTHING SHOW. A COMMERCE DEPARTMENT ORGANIZER OF THE SHOW WAS ALSO PRESENT.

C) LUNCH PROGRAM: LUNCH WAS HELD IN THE 'ZUNFTHAUS ZUR MEISEN', AN ATTRACTIVE RECEPTION HALL LOCATED IN DOWNTOWN ZURICH. DURING HIS REMARKS, THE TRADE CENTER DIRECTOR INVITED THE BUYERS TO ATTEND THE FEBRUARY 25-28 MILAN SHOW WHERE

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THEY COULD VIEW THE COLLECTIONS OF 20 AMERICAN EXHIBITORS, MANY OF WHICH WERE NEW TO THE EUROPEAN MARKET. THE DIRECTOR EXPLAINED THAT THE CLOTHING SAMPLES HE HAD BROUGHT WITH HIM TO ZURICH REPRESENTED ONLY A SMALL FRACTION OF WHAT COULD BE SEEN IN MILAN. PROMOTIONAL LITERATURE ON THE MILAN SHOW WAS ALSO DISTRIBUTED.

D) FOLLOW-UP: SUBSEQUENT TO THE LUNCH, CONGEN ZURICH MAILED TO ALL THIRTY BUYERS ADDITIONAL PROMOTIONAL MATERIALS AND COMPLIMENTERY COPIES OF CLOTHING TRADE JOURNALS PROVIDED BY COMMERCE.

E) BUYER COMMITMENT TO ATTEND MILAN TRADE CENTER SHOW: JELMOLI, THE SECOND LARGEST SWISS DEPARTMENT STORE CHAIN WITH NEARLY A BILLION SWISS FRANCS IN ANNUAL SALES AND 45 OUTLETS, HAS INDICATED THAT IT WILL DEFINITELY SEND ITS CHILDREN'S WEAR BUYER TO THE MILAN SHOW.

3. FEBRUARY 15 RECEPTION FOR SWISS CLOTHING AGENTS:

A) INVITATIONS: FIFTY SWISS AGENTS REPRESENTING FOREIGN CLOTHING MANUFACTURERS AND EXHIBITING IN SWISS APPAREL SHOWS RECEIVED PERSONAL LETTERS OF INVITATION SIGNED BY THE CONSUL GENERAL TO ATTEND THE RECEPTION HOSTED BY MTC DIRECTOR.

B) ATTENDANCE: TWENTY AGENTS, MOST OF WHOM ALREADY REPRESENT LINES OF LEISURE WEAR OR JEANS MANUFACTURED BY EUROPEAN SUBSIDIARIES OF U.S. FIRMS, ATTENDED. THE SAME U.S. GOVERNMENT REPRESENTATIVES WHO ATTENDED THE LUNCH WERE ALSO PRESENT AT THE RECEPTION.

C) RECEPTION PROGRAM: THE MTC DIRECTOR HOSTED
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THE RECEPTION IN THE ZUNFTHAUS ZUR MEISEN AND, AS PART OF HIS REMARKS, INVITED THE AGENTS TO VISIT THE MILAN SHOW. PROMOTIONAL LITERATURE WAS ALSO DISTRIBUTED.

D) FOLLOW-UP: CONGEN FOLLOWED UP BY MAILING TO ALL AGENTS ADDITIONAL LITERATURE, AS WELL AS COMPLIMENTARY COPIES OF CLOTHING TRADE JOURNALS PROVIDED BY COMMERCE.

E) BUYER COMMITMENT TO ATTEND MILAN SHOW: TWO CLOTHING AGENTS COMMITTED THEMSELVES TO ATTEND MILAN SHOW.

4. COSTS: TOTAL COST FOR THE LUNCH (22 PERSONS) WAS SWISS FRANCS 1,511 (CA. DOLLARS 600). TOTAL COST FOR RECEPTION (27 PERSONS) WAS SWISS FRANCS 785 (CA.DOLLARS 300). HOSPITALITY EXPENSES INCURRED IN CONNECTION WITH THE CLOTHING SHOW WILL BE CHARGED TO THE MTD'S ACCOUNT.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
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Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770067-0063
Format: TEL
From: ZURICH
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Image Path:
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Legacy Key: link1977/newtext/t1977026/aaaaaafx.tel
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Office: ACTION COME
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
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Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
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Review Action: RELEASED, APPROVED
Review Content Flags:
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Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3370973
Secure: OPEN
Status: NATIVE
Subject: PROMOTIONAL EVENTS IN ZURICH IN SUPPORT OF MILAN CLOTHING SHOW
TAGS: BEXP, SZ
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/7699acc9-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009